



Delaware North Parks Services to Run Mint Sales Centers

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Retail Management Firm Will Expand Mint's Operations to New Venues – Theme Merchandise Planned for Airports, Arenas, National and State Parks

Washington, D.C. — The U.S. Mint today announced the selection of Delaware North Parks Services (DNPS) to manage retail operations at the Denver and Philadelphia Mints, and to develop new products and expand retail sales into new venues.

“We’re enthusiastic about the improvements that Delaware North will bring to our sales centers and in developing a new line of products,” said Mint Director Philip N. Diehl. “We want to offer our visitors in Denver and Philadelphia a new shopping experience, and to broaden the U.S. Mint’s brand-name awareness by expanding to new locations across the country.”

According to the six-year contract, DNPS will develop and implement a comprehensive merchandising, marketing and operating plan for items sold by the Mint at its sales centers at the Philadelphia and Denver Mints. This includes an investment of \$460,000 to upgrade the sales centers at both locations.

In addition, DNPS will expand the U.S. Mint’s product line, offering new U.S. Mint theme merchandise in new public venues to increase awareness and raise visibility of the U.S. Mint brand name. DNPS will develop the new theme products, including mugs, T-shirts, glassware and jewelry for both Mint sales centers and for new locations at airports, sports venues, and national and state parks where DNPS sister companies operate.

DNPS also will install portable espresso carts featuring a full assortment of hot drinks, freshly baked pastries and fresh fruits at the Denver and Philadelphia sales centers, the first concessions available at both sites.

Grand opening ceremonies are slated for April to coincide with this year’s tourist season. Both the Denver and Philadelphia Mints draw nearly 400,000 visitors each year.

DNPS manages retail operations and visitor services at Yosemite National Park in California; Niagara Reservation State Park in Niagara Falls, New York; Kennedy Space Center in Cape Canaveral, Florida; Roaring River State Park in the Missouri Ozarks, and Asilomar State Beach and Conference Grounds on California’s Monterey Peninsula.

Delaware North Parks Services is a subsidiary of Delaware North Companies, Inc. of Buffalo, New York, a privately held international company with annual revenues in excess of one billion dollars.

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